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10. Why figures in TV sales forecasts don't add up. By: Anders, Ian. Marketing Week (UK), 11/16/2000, Vol. 23 Issue 42, p18, 1/2p, 1c; (AN 3842833)

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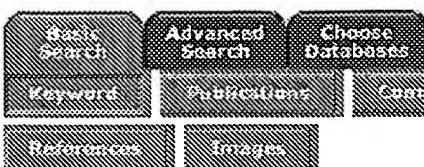
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177-194.

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The Journal of the Operational Research Society, Vol. 32, No. 12. (Dec., 1981), pp.

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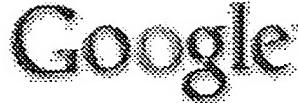
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